## **ORDER**

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Order / Rev:

Alt Order #:

37424 08863444

Product Desc:

BERKLEY/SENATE/D

Estimate:

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev: 09/26/12 / 09/26/12

Order Type:

GENERAL

KLAS

Primary AE:

Mike Jones

K-WAS National

Agency

Name:

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Shorr Johnson Magnus

Billing Type:

Sales Office:

Sales Region:

Billing Calendar:

oming Calendar.

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

Cash

15%

00:15:00

Advertiser

Name:

Berkley, Shelley - D-USS

Demographic:

Revenue Codes:

A35+ PO1

LV3

Product Codes:

Priority:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

DIII I IGII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	180	\$73,485.00	\$62,462.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	180	\$73,485.00	\$62,462.25	0.00
Totals	180	\$73,485.00	\$62,462.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00
Competitive Share	Share	Total
CABLE	0%	\$0.00

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/30/1	2 11/02/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	-TWTF	:30	8	\$25.00LV3	0.00 NM	8	\$200.00
	<b>NEWS</b>												
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10	/29/12	11/04/12	-TWTF	8	\$25.00	0.00						
E 2	8	11/05/1	2 11/05/12	8 News Now 4-5a		4-5a	M	:30	2	\$25.00LV3	0.00 NM	2	\$50.00
				8 News Now 4-5a									

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Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: Flight Dates: 08863444

Product Desc: BERKLEY/SENATE/D

10/30/12 - 11/05/12

KLAS Estimate:

Ln Ch NEWS	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Star Week: 11/0		End Date 11/11/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$25.00	Rating 0.00						
E 3 8		11/02/12	CBS This Morning		7-9a	-TWTF	:30	16	\$165.00LV3	0.00 NM	16	\$2,640.00
THS MR				•								
<u>Star</u> Week: 10/2		<u>nd Date</u> 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 16	Rate \$165.00	Rating 0.00						
		11/05/12	CBS This Morning CBS This Morning		7-9a	M	:30	4	\$165.00LV3	0.00 NM	4	\$660.00
THS MR		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M	4	\$165.00	0.00						
E 5 8	10/30/12	11/02/12	8 News Now 5a M 8 News Now 5a M		5-6a	-TWTF	:30	16	\$185.00LV3	0.00 NM	16	\$2,960.00
NEWS Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	-TWTF	16	\$185.00	0.00						
E 6 8	11/05/12	11/05/12	8 News Now 5a M		5-6a	M	:30	4	\$185.00LV3	0.00 NM	4	\$740.00
NEWS			8 News Now 5a N	1-F								
		End Date 11/11/12	Weekdays M	Spots/Week 4	<u>Rate</u> \$185.00	Rating 0.00						
E 7 8		11/02/12	8 News Now 6a M	-F CM	6-7a	-TWTF	:30	8	\$250.00LV3	0.00 NM	8	\$2,000.00
NEWS			8 News Now 6a N	1-F								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	-TWTF	8	\$250.00	0.00			•			
E 8 8	11/05/12	11/05/12			6-7a	M	:30	2	\$250.00LV3	0.00 NM	2	\$500.00
NEWS			8 News Now 6a N	7-P								
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	M	2	\$250.00	0.00	.00		#075 001 \ <i>f</i> 0	0.00 NA		£4 400 00
E 9 8	10/30/12	11/02/12	8 News Now Noor 8 News Now Noo		12-1230p	-TWTF	:30	4	\$275.00LV3	0.00 NM	4	\$1,100.00
NEWS												
<u>Star</u> Week: 10/2		End Date 11/04/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$275.00	Rating 0.00						
			8 News Now Noor		12-1230p	M	:30	1	\$275.00LV3	0.00 NM	1	\$275.00
			8 News Now Noo						<b>V</b>			
NEWS	t Data - E	End Data	Mookdaye	Spots/Week	Poto	Poting						
Week: 11/0		<u>End Date</u> I 1/1 1/12	<u>Weekdays</u> M	<u>3pui3/vveek</u>	<u>Rate</u> \$275.00	Rating 0.00						
E 11 8	10/30/12	11/02/12		CM	3-4p	-TWTF	:30	4	\$375.00LV3	0.00 NM	4	\$1,500.00
ELLEN			Ellen									
	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		11/04/12	-TWTF	4	\$375.00	0.00						
E 12 8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p	M	:30	1	\$375.00LV3	0.00 NM	1	\$375.00
ELLEN			Lucii									
<u>Star</u> Week: 11/0		End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E13 8	10/30/12	11/02/12	Price Is Right	CM	10-11a	-TWTF	:30	4	\$400.00LV3	0.00 NM	4	\$1,600.00
PRICE R	RITE		Price Is Right									
Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	-TWTF	4	\$400.00	0.00	.00		\$400 001 \ \frac{1}{2}	0.00 484		6400.00
E 14 8	11/05/12	11/05/12	Price Is Right Price Is Right	СМ	10-11a	M	:30	1	\$400.00LV3	0.00 NM	1	\$400.00
PRICE F	RITE		•							1		

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**KLAS** 

Order / Rev:

37424

Advertiser:

Berkley, Sheiley - D-USS

Alt Order #:

08863444

BERKLEY/SENATE/D **Product Desc:** 

Flight Dates: 10/30/12 - 11/05/12 Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 11/05/12 11/05/12 Price Is Right CM E 14 10-11a :30 \$400.00LV3 0.00 NM \$400.00 8 Price Is Right PRICE RITE **Start Date End Date** Spots/Week Rating <u>Weekdays</u> Rate \$400.00 Week: 11/05/12 11/11/12 0.00 10/30/12 11/02/12 CM 9-10a :30 \$275.00LV3 0.00 NM \$1,100.00 Live w/Kelly -TWTF--Live w/Kelly **KELLY** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$275.00 0.00 11/05/12 11/05/12 CM 9-10a M----:30 \$275.00LV3 0.00 NM E 16 8 Live w/Kelly \$275.00 1 Live w/Kelly **KELLY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M----0.00 \$275.00 430-530p, 630-7p -----S \$225.00LV3 11/04/12 11/04/12 8 News Now Sun 5-7p CM :30 0.00 NM 3 \$675.00 8 News Now Sun **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/29/12 11/04/12 ----S \$225.00 0.00 3 :30 \$185.00LV3 0.00 NM E 18 11/03/12 11/03/12 8 News Now Sat 5-7p CM 430-5p ----S-3 \$555.00 8 News Now Sat **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----5-\$185.00 0.00 10/30/12 11/02/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 12 \$400.00LV3 0.00 NM 12 \$4,800.00 E 19 8 News Now 5-630p M-F **NEWS Start Date End Date Weekdays** Spots/Week Rating Rate -TWTF--0.00 11/04/12 \$400.00 Week: 10/29/12 12 E 20 8 11/05/12 11/05/12 8 News Now 5-630p M-FCM 5-630p :30 \$400.00LV3 0.00 NM \$1,200.00 8 News Now 5-630p M-F **NEWS** Weekdays Spots/Week Rating **Start Date End Date** Rate M----\$400.00 0.00 Week: 11/05/12 11/11/12 -TWTF--0.00 NM \$2,800.00 8 News Now 4p M-F :30 8 \$350.00LV3 R 10/30/12 11/02/12 CM 4-5p E 21 8 8 News Now 4p M-F **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--8 \$350.00 0.00 E 22 R 11/05/12 11/05/12 8 News Now 4p M-F CM 4-5p M----:30 \$350.00LV3 0.00 NM \$700.00 8 News Now 4p M-F **NEWS Start Date** Weekdays **End Date** Spots/Week Rate Rating M----\$350.00 0.00 Week: 11/05/12 11/11/12 7-8p :30 \$165.00LV3 11/03/12 11/03/12 Sat 7-8p - ET Wknd CM ----5-0.00 NM \$165.00 E 23 8 **Ent Tonight Weekend ET WKND** Start Date **End Date Weekdays** Spots/Week Rate Rating ----S-0.00 11/04/12 \$165.00 Week: 10/29/12 10/30/12 11/02/12 7-8p Rotator CM 7-8p -TWTF--:30 \$300.00LV3 0.00 NM 8 \$2,400.00 7-8p Rotator ET/INSDR Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$300.00 0.00 E 25 11/05/12 11/05/12 7-8p Rotator CM 7-8p :30 \$300.00LV3 0.00 NM \$600.00 8 7-8p Rotator ET/INSDR Weekdays Spots/Week Rate Rating Start Date **End Date** M----Week: 11/05/12 11/11/12 \$300.00 0.00 -TWTF--\$275.00LV3 0.00 NM \$1,100.00 :30 E 26 10/30/12 11/02/12 CM 630-7p

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**KLAS** 

Order / Rev: 37424

37424

10/30/12 - 11/05/12

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: Flight Dates: 08863444

**Product Desc:** 

BERKLEY/SENATE/D

Estimate:

Start/End Time Days Ln Ch Start End **Inventory Code** Break Len Spots Rate Pri Rtg Type Spots Amount 630-/p Inside Edition Inside Edition **INS EDIT** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/29/12 11/04/12 -TWTF--\$275.00 0.00 11/05/12 11/05/12 630-7p Inside Edition 630-7p :30 \$275.00LV3 0.00 NM \$275.00 E 27 CM M----1 Inside Edition **INS EDIT End Date** Weekdays Spots/Week Rating **Start Date** Rate Week: 11/05/12 11/11/12 \$275.00 0.00 10/30/12 10/30/12 Tue 8-9p -T----:30 0.00 NM E 28 8 CM 8-9p 1 \$2,000.00LV3 1 \$2,000.00 **NCIS** NCIS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T----1 \$2,000.00 0.00 Tue 10-11p 10-11p 8 10/30/12 10/30/12 CM -T----:30 1 \$1,300.00LV3 0.00 NM \$1,300.00 E 29 Vegas **VEGAS** Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 10/29/12 11/04/12 -T----1 \$1,300.00 0.00 10/30/12 10/30/12 CM 9-10p :30 E 30 8 Tue 9-10p -T----1 \$2,000.00LV3 0.00 NM \$2,000.00 NCIS: LA NCIS LA Start Date **End Date** Weekdays Spots/Week Rate Rating -T----\$2,000.00 Week: 10/29/12 11/04/12 0.00 :30 E 31 11/01/12 11/01/12 Thu 9-10p CM 9-10p ---T---1 \$1,800.00LV3 0.00 NM 1 \$1,800.00 Person Of Interest PERS OF INT **End Date** Weekdays Spots/Week Rating Start Date Rate 11/04/12 ---T---\$1,800,00 0.00 Week: 10/29/12 1 11/04/12 11/04/12 Sun 7-8p CM ----s :30 1 \$1,300.00LV3 0.00 NM \$1,300.00 E 32 7-8p 60 Minutes 60 MIN Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$1,300.00 0.00 CM M----:30 1 \$1,900.00LV3 0.00 NM \$1,900.00 E 33 11/05/12 11/05/12 Mon 10-11p 10-11p 1 Hawaii Five -O HAWAII Rating **End Date** Weekdays Spots/Week Rate Start Date 11/11/12 0.00 Week: 11/05/12 M----\$1,900.00 E 34 8 11/05/12 11/05/12 Mon 9-10p 9-10p M-----:30 1 \$2,200.00LV3 0.00 NM \$2,200.00 2 Broke Girls / Mike & Molly 2 GRLS/ MIKE&MLLY Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 11/05/12 11/11/12 1 \$2,200.00 :30 \$1,900.00LV3 0.00 NM \$1,900.00 E 35 8 11/04/12 11/04/12 Sun 10-11p CM 10-11p -----1 The Mentalist **MENTALIST** Spots/Week Rating Start Date **End Date Weekdays** Rate 11/04/12 \$1,900.00 0.00 Week: 10/29/12 1 ----F--:30 1 \$1,400.00 LV3 0.00 NM \$1,400.00 E 36 11/02/12 11/02/12 Fri 10-11p CM 10-11p 1 **Blue Bloods BLUE BLOODS** Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 1 \$1,400.00 0.00 Week: 10/29/12 11/02/12 11/02/12 Fri 9-10p СМ 9-10p ---F--:30 1 \$1,200.00LV3 0.00 NM \$1,200.00 8 Made In Jersey MD IN JRSY Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 ----F--\$1,200.00 0.00 9-10p 8 11/04/12 11/04/12 CM ----s :30 1 \$1,400.00LV3 0.00 NM \$1,400.00 E 38

Print Date: 09/26/12 16:34:02 Page 5 of 6

**KLAS** 

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: Flight Dates:

08863444

10/30/12 - 11/05/12

Product Desc:

BERKLEY/SENATE/D

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Sun 9-10p The Good Wife **GD WIFE** Spots/Week Start Date **End Date** Weekdays Rate Rating 11/04/12 ----S 0.00 Week: 10/29/12 1 \$1,400.00 CM \$1,200.00 ----F--:30 1 \$1,200.00LV3 0.00 NM E 39 8 11/02/12 11/02/12 Fri 8-9p 8-9p CSI: NY **CSI NY** Spots/Week Start Date **End Date Weekdays** Rating Rate 11/04/12 1 \$1,200.00 0.00 Week: 10/29/12 E 40 8 11/05/12 11/05/12 Mon 8-9p CM 8-9p M-----:30 1 \$1,600.00LV3 0.00 NM \$1,600.00 How Met Mother/ Partners (8:00 PM-9:00 PM) MTHR/PRTNR **End Date Start Date** Weekdays Spots/Week Rate Rating M-----Week: 11/05/12 11/11/12 1 \$1,600.00 0.00 11/01/12 11/01/12 :30 E 41 Thu 10-11p CM 10-11p ---T---1 \$2,200.00LV3 0.00 NM \$2,200.00 Elementary **ELMNTRY** Spots/Week Start Date **End Date** Weekdays Rate Rating 11/04/12 ---T---\$2,200.00 Week: 10/29/12 0.00 Sun 8-9p CM ----s :30 1 \$1,800.00LV3 0.00 NM E 42 8 11/04/12 11/04/12 8-9p \$1,800.00 The Amazing Race (8:00 PM-9:00 PM) AMZING RACE Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating ----S Week: 10/29/12 11/04/12 \$1,800.00 0.00 1 E 43 10/31/12 10/31/12 Wed 8-9p CM 8-9p --W----:30 1 \$1,900.00LV3 0.00 NM 1 \$1,900.00 Survivor: Philippines **SRVIVR** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 --W---\$1,900.00 0.00 1 \$2,300,00LV3 10/31/12 10/31/12 Wed 9-10p CM 9-10p --W----:30 0.00 NM \$2,300.00 E 44 8 **Criminal Minds CRIM MINDS** <u>Weekdays</u> Spots/Week Start Date **End Date** Rate Rating 11/04/12 --W----\$2,300.00 0.00 Week: 10/29/12 E 45 8 10/31/12 10/31/12 Wed 10-11p CM 10-11p --W----:30 \$2,000.00LV3 0.00 NM \$2,000.00 CSI CSI End Date Spots/Week Rating Start Date Weekdays Rate Week: 10/29/12 11/04/12 --W----\$2,000.00 0.00 11/01/12 11/01/12 ---T---:30 \$2,100.00LV3 0.00 NM \$2,100.00 E 46 Thu 8-9p CM 8-9p 1 Big Bang / 2 1/2 Men BG BNG/2.5 MEN Spots/Week Start Date **End Date** <u>Weekdays</u> Rate Rating 11/04/12 ---T---\$2,100.00 0.00 Week: 10/29/12 1 E 47 8 11/03/12 11/03/12 Sat 10-11p CM 10-11P ----s-:30 \$750.00LV3 0.00 NM \$750.00 48 Hours Mystery **48 HRS MYST Start Date End Date** Spots/Week Rating **Weekdays** Rate Week: 10/29/12 11/04/12 ----S-\$750.00 0.00 10/30/12 11/02/12 \$200.00LV3 0.00 NM E 48 8 Letterman CM 1135p-1237a -TWTF--:30 \$1,400.00 Letterman LTTRMAN Weekdays **End Date** Spots/Week Rating Start Date Rate Week: 10/29/12 11/04/12 -TWTF--\$200.00 0.00 11/05/12 11/05/12 CM 1135p-1237a M----:30 \$200.00LV3 0.00 NM 2 E 49 8 Letterman \$400.00 Letterman **LTTRMAN** Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 11/05/12 11/11/12 \$200.00 0.00 E 50 8 10/30/12 11/02/12 CM 1237a-137a -TWTF--:30 8 \$110.00LV3 0.00 NM 8 \$880.00

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Totals

180

\$73,485.00

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

KLAS

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
	Craig Ferguson Craig Ferguson	(12:37 XM-1:37 XM)				
FERGSN	Craig / Ciguson	(12.07 Aut 1.07 Aut)			_	
Start Date End Date						
Week: 10/29/12 11/04/12				0440 0011/0 0 00 1/15		*****
E 51 8 11/05/12 11/05/	2 Craig Ferguson CM Craig Ferguson	1237a-137a M (12:37 XM-1:37 XM)	:30 2	\$110.00LV3 0.00 NM	2	\$220.00
FERGSN	orang r orgason	(12.07 7.11 1.07 7.11)				
Start Date End Date						
Week: 11/05/12 11/11/12		***************************************		4000 001110 000 101		2000.00
E 52 8 11/03/12 11/04/	2 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	11-1135PSS	:30 2	\$300.00LV3 0.00 NM	2	\$600.00
NEWS	o News Now Salsu Tip					
Start Date End Dat						
Week: 10/29/12 11/04/12		***************************************				
E 53 8 10/30/12 11/02/	2 8 News Now 11p M-F CM	11-1135p -TWTF	:30 4	\$500.00LV3 0.00 NM	4	\$2,000.00
NEWS	8 News Now 11p M-F					
Start Date End Date	<u>e Weekdays</u> <u>Spots/Week</u>	Rate Rating				
Week: 10/29/12 11/04/12				···		
E 54 8 11/05/12 11/05/	2 8 News Now 11p M-F CM	11-1135p M	:30 1	\$500.00LV3 0.00 NM	1	\$500.00
NEWS	8 News Now 11p M-F					
Start Date End Date	e <u>Weekdays</u> <u>Spots/Week</u>	Rate Rating				
Week: 11/05/12 11/11/1:					Į.	
E 55 8 11/03/12 11/03/		VariousS-	:30 1	\$250.00LV3 0.00 NM	1	\$250.00
POLITICS NOW	Politics Now S Sebelius	(5:30 PM-6:00 PM)				
Start Date End Date	e Weekdays Spots/Week	Rate Rating			1	
Week: 10/29/12 11/04/1	?S- 1	\$250.00 0.00			1	
E 56 8 11/04/12 11/04/	2 CBS News Sunday Morr@M	CBS Sunday MorniS	:30 3	\$215.00LV3 0.00 NM	3	\$645.00
SUN MRN	CBS News Sunday Morning					
Start Date End Date	e Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12	2S 3	\$215.00 0.00				
E 57 8 11/04/12 11/04/	12 8 News Now Sun AM #2CM	8 News Now Sun AS	:30 2	\$215.00LV3 0.00 NM	2	\$430.00
NEWS	8 News Now Sun AM #2					
Start Date End Da	e <u>Weekdays</u> <u>Spots/Week</u>	Rate Rating				
Week: 10/29/12 11/04/1	2S 2	\$215.00 0.00				
E 58 8 11/04/12 11/04/	12 Face The Nation CM	Face The NationS	:30 1	\$265.00LV3 0.00 NM	1	\$265.00
FACE NATN	Face The Nation					
Start Date End Da	e Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/1	2S 1	\$265.00 0.00			<u> </u>	